

# Our Work and Impact

November 2019



## Foreword

It has been a special year of celebration for Age Scotland and our members. 75 years ago our predecessor charity, the Scottish Old People's Welfare Committee was founded to raise awareness of the needs of older people.

We celebrated this momentous anniversary with a special event at the Scottish Parliament in October to coincide with the international day of the older persons, surrounded by members and friends, which included a significant keynote speech from the Minister for Older People and a preview of a new film documenting the history of our charity and those that came before us.

Our work on promoting a positive view on ageing, helping older people be as well as they can be and tackling loneliness and isolation has been extensive and I look forward to it developing further next year.



Lord George Foulkes  
Chairman, Age Scotland

## A year in numbers

**20,000** calls handled by our free helpline for older people

**99%** of helpline callers would recommend Age Scotland to a friend

**36,000** information and advice publications provided

More than **£500,000** identified in unclaimed benefits

Awarded a **five year** project to facilitate a national dementia policy and practice forum

A record-breaking national conference with **347** attendees from **117** member organisations

**1,954** Body Boosting Bingo participants at **75** events

**30** local network meetings

**20** joint workshops to raise awareness of early stage dementia and veterans' issues

**54** 'Warm and Well' outreach sessions for older people

**2,600** older workers positively impacted by 'Age Inclusive Workplaces'

## We promote positive views of ageing



Age Scotland's **National Conference and Awards Ceremony** took place in March 2019 in Glasgow. With the help of guest speakers and workshop leaders our conference examined the topics of "Homes, Health and Happiness" – topics that have been important throughout the charity's 75 year history and which continue to require great energy and attention by Age Scotland, our members and partners today. This was Age Scotland's largest conference to date with 347 people attending including representatives from 117 Age Scotland member organisations.

The 2019 **Age Scotland Awards**, which formed part of the National Conference, recognised the exceptional commitment and contribution individuals and organisations make to ensuring Scotland is a good place to grow old.

Age Scotland has a well-established relationship with the Scottish Government as the major national voice for older people. Age Scotland regularly discuss and influence policy on a wide range of issues that affect older people in Scotland with the Scottish Government and politicians in the Scottish Parliament, UK Parliament and Scottish Local Authorities.

The Scottish Parliament hosted a special debate in October celebrating the 75 years of Age Scotland and its preceding charities. A large number of members of the Scottish Parliament showcased the positive contribution older people groups and organisations make to their community as well as talk about the impact that Age Scotland makes in advocating on behalf of people over the age of 50.



**Advantage  
Magazine**

Age Scotland regularly challenge negative stereotypes about ageing in the media. This includes offering counterpoint and case studies to demonstrate the value, experience and positive contribution older people in Scotland make, whether it be to the economy, workplace, as unpaid carers, volunteers and much more.

Three editions of **Advantage Magazine** were produced with a total of 24,000 copies distributed to members, groups, partners and older people across Scotland.

# We help older people be as well as they can be



The **Age Scotland Helpline** provides high quality information, friendship and advice to older people and their families. Over the last year it received 10,498 inbound calls and when outbound calls are included this number raises to more than 20,000 calls being handled by our advisers.

The most common type of call handled was for **benefit and entitlement checks** which helped to identify far in excess of half a million pounds for older people which would otherwise have gone unclaimed. This was followed by enquires about community care and residential care. Quality assurance survey results show that 99% of callers would recommend Age Scotland to a friend.

Calls increased in the first quarter of 2019 compared to the same period in 2018 mainly due to the Age Scotland campaign and publicity around the changes to mixed age couples pension credit rules.

The Age Scotland **Information and Advice** service produces guides and factsheets and works with Age UK and other partners and projects to ensure that their information is relevant to older people in Scotland. Last year 35,836 publications were requested and sent to people in Scotland. Power of Attorney continues to be our most popular guide.

## 20,000 calls



## handled by the helpline

## 30 network meetings



The **Community Development Team** provided tailored support and relationship building visits to more than 80 groups across Scotland. There were 30 local network meetings organised, from the island of Skye to the Scottish Borders. Further individual meetings and support were undertaken with Men's Sheds across Scotland by the dedicated member of the team. The network meetings enable members to meet with each other, share news and experiences, access information, and engage with and influence policy issues.

Christmas can be an especially difficult and lonely time for some older people. In November 2018, 14 Age Scotland member organisations in Edinburgh and Glasgow were awarded **small grants** of up to £500 to assist with the costs of holding an event or festive celebration bringing older people together. Members used



their Age Scotland grants to provide Christmas lunches and entertainment, transport for outings, theatre tickets and the purchase of small gifts for older people who were unwell and unable to attend events.

A new toolkit was also developed by the **Early Stage Dementia** project focussing on what makes a community age and dementia friendly and how to take action to improve the local area. Over 160 copies of this have since been distributed across the country to older people's groups and organisations.

The **Early Stage Dementia** Project delivered dementia awareness workshops across Scotland to 1,475 people from a broad range of groups and organisations. There was also partnership working with the **Veteran's Project**, who jointly delivered 20 workshops across the country to people from around 100 diverse groups and organisations.

Our **Allied Health Professionals** extended the roll out of Body Boosting Bingo across Age Scotland's member groups. In its second year there were 75 Body Boosting Bingo workshops to a total of 1,954 people around Scotland. The team have also provided 33 member groups and four partner organisations with tailored follow up and support to improve their confidence to deliver Body Boosting Bingo themselves.

Our **Veterans' Project** team work in conjunction with the Helpline, Information and Advice, Community Development, and Policy and Communications teams to promote the rights of older veterans and advertise initiatives where they can get extra support, whether it is healthcare, transport assistance, benefit entitlements or respite. The team conducted a wide range of outreach activities to older veterans groups across Scotland and work in partnership with others from the Unforgotten Forces consortium to develop policy initiatives.

We were successful in winning the tender from the Life Changes Trust to facilitate a **national dementia policy and practice forum**. It will be called "About Dementia" This work will last five years and partnerships with people living with dementia, their unpaid carers, charities and organisations will be developed to help improve the quality of life for those affected by it. The total tender is worth over £2 million and half of this work will be undertaken by the University of Edinburgh and Queens Margaret University who have set up a School of Leadership – called BOLD (Bringing Out Leaders in Dementia). This work will help cement our interest and offerings in the dementia world for the foreseeable future.



outreach  
**54**  
sessions

Age Scotland's **Warm and Well** project delivered 54 outreach sessions to older people's groups across Scotland to help increase awareness of the support available to improve household energy efficiency, bring down fuel bills and how to improve an older person's health by living in an adequately heated home. This work directly impacted the lives of around 1,000 older people.

Age Scotland's **housing project** published and distributed 10,000 copies of a new guide for older people called "Your Choice of Home in Later Life". Extensive survey work was undertaken to identify the housing needs of older people in Orkney. This was funded by the Scottish Government and will help shape the support and housing development in the northern isles.

**1954**  
participants



**75**  
sessions

# 2,600

## older workers



positively  
impacted  
by our Age  
Inclusive  
Workplaces

Our **Age Inclusive Workplace** workshops positively impacted over 2,600 older workers in Scotland, which brings the total number to nearly 4,500 from over 200 different Scottish organisations. Feedback from the workshops highlighted that 98% of attendees would recommend the workshops to a colleague.

A new **Age Inclusive Matrix** programme was launched that works with Scottish employers to review the 15 different areas that could impact their ability to be an age inclusive employer. Further funding was secured for five more years of this work.

As part of the **Planning for Your Future** workshops, Age Scotland's **Allied Health Professionals** have delivered 32 health and wellbeing sessions with approximately 500 participants.

**Care and Repair Edinburgh** became part of the Age Scotland family in June 2018. They are a charity who undertake small repairs, handyperson and home from hospital services to older and disabled people in the City of Edinburgh area and will form part of our independent living services.

## We tackle loneliness and isolation



Our **Community Connecting** service is a key part of our independent living strategy with the main aim of reducing isolation and loneliness by introducing older people in Scotland to organisations that offer social activities, friendship, health and fitness groups and events. Operating on a referral-based system through the helpline, the community connecting team have received more than 150 referrals to enable older people to get involved with their community and pursuing their interests in the last 12 months.

The community connecting service has also been extended to include working with the **Veterans** and **Early Stage Dementia** project groups to identify suitable activities and groups that are veteran and dementia friendly.

Age Scotland were successful in helping to strengthen the Scottish Government's national strategy to tackle loneliness and social isolation through a combination of effective lobbying, media relations and demonstrating good practice. Age Scotland have been given a place on the Scottish Government's National Implementation Group which was set up as a result of one of our proposals. This group will scrutinise the government's work and help turn the national strategy into reality.



**Helped to strengthen the  
Scottish Government's  
national loneliness  
strategy**

We helped to establish a new coalition of national charities and organisations with an interest in tackling loneliness and isolation. Along with valued partners such as the Campaign to End Loneliness, Red Cross, Royal Blind and Chest Heart and Stroke Scotland, the Action Group on Isolation and Loneliness (AGIL) has proved successful in shaping government policy.

We began working with a creative firm to develop a national campaign to raise awareness of loneliness and isolation in older people and promote ways which everyone can help reduce it. This campaign will launch later in 2019 and will help raise our public profile.

As part of the independent living proposition we launched a new **Good Day Calls** service in October 2018. This is a daily call to an older person to check in, make sure they are safe and well and provide friendship over the phone. This is a paid for service facilitated by our partners at Age Scotland Orkney and free places are offered to older people on low income and who are in receipt of pension credit.

## Fundraising and developing income streams



The financial year ended positively in terms of fundraising. One area of primary focus has been on raising funds to support the growth of independent living services.

There has been continued work to build and develop corporate partnerships. Support for a small grants Christmas fund, the Twelve Days of Christmas, aimed at member groups in Edinburgh and Glasgow, was successfully sought from a corporate partner.

We are very grateful to all of our fundraisers who took part in a wide range of activities such as abseils, bungee swings, marathons and the annual “Big Knit” partnership with Age UK and Innocent.

## Age Scotland Trading

During the year the programme continued to wind down our retail operations, a decision taken in 2016/17.

For the year 2018/2019 the overall business incurred a net profit of £38,000, which was £33,000 better than plan. The Bathgate shop closed in August 2018 leaving one remaining retail outlet in Broxburn which generated a net profit of £60,000. This was offset by costs incurred relating to the closure of the remaining closed shops.

## Age Scotland Enterprises

The operating profit for the year ended at £244,000, which although 9% below plan, is still considered a strong performance. From December 2018 the Lottery income of £103,000 was remitted direct to the Charity to reflect changes in Gaming rules and a further grant of £53,000 was made to the Charity to reflect changes in the Home insurance terms. On a like for like basis, profit was £400,000. Travel and motor insurance were the strongest performing streams while home fell by 34% against plan. Costs were controlled throughout the year and overall expenditure fell by £46,000 below plan.

## Governance

Age Scotland membership was 545. This decrease in membership compared to the previous year is a result of an extensive membership review and asking people to re-establish their membership as part of our GDPR due diligence. We expect this number to increase significantly over the next year. We are continually reviewing how we best ensure that our resources are focussed where they are needed most to support the great work and sustainability of our Member Groups across Scotland.

During the year we made the following appointments:

**Charity Board:** Marion McMurdo reappointed

**Age Scotland Trading Ltd:** Marc Page and Madelaine Kemna resigned

**Age Scotland Enterprises:** no changes

**Finance & Risk Committee:** Robert Hare appointed

**Members Services Committee:** Malcolm Wetherall and Diana Findley reappointed, and Margaret Tait appointed

**Our three strategic aims are:**

- We promote positive views of ageing and later life
- We help older people to be as well as they can be
- We tackle loneliness and isolation

The work we undertake on behalf of older people in Scotland is planned and assessed on the basis of our strategic aims.



## Looking Ahead

Age Scotland continually reviews its operations and activities, to ensure that our products and services are relevant to our audience and meeting the needs of our ageing demographic. To further enhance our proposition and to meet the challenges of the future. 2019-20 will see:

- Five core strategic pillars forming our products and service proposition – Community Development, Age Inclusive Workplaces, Independent Living, Dementia and Trading Businesses.
- the development of our ‘Good Day Call’ service
- the continued development of the Helpline service, offering information, friendship and advice and now Community Connecting
- Care and Repair Edinburgh, the Age Scotland Helpline, our Community Connecting service and the Good Day Call service forming an ‘Independent Living’ proposition that has the ability to be scalable
- our Training Enterprise suite of courses developing further with an Age Inclusive Matrix for employers together with new courses in Intergenerational Workplaces, Unconscious Bias and Return to Work for Older People
- us working with various sporting governing bodies to lead a Walking Sports Strategy built on the success of Walking Football
- a launch of a PR campaign which will focus on intergenerational cultural change whilst increasing our own brand awareness
- further enhancement of our content and delivery methods to emphasise the importance of keeping physically active as we grow older

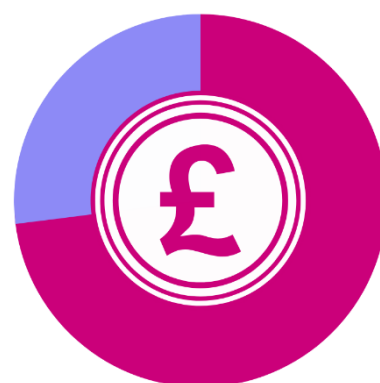
## Our donors and supporters - who make it all possible

Without donations and legacies, which make up more than two-thirds of the Charity’s income, we would be unable to carry out our work to improve the lives of older people in Scotland.

Age Scotland is enormously grateful for financial support from loyal individuals, including those who left gifts in their wills, private trusts and foundations, public funders, and corporate partners. There are too many supporters to list individually but we’d like to assure every one of the impact that each gift makes with 73p in every £1 being used for our charitable activities. Thank you.

## Thank you

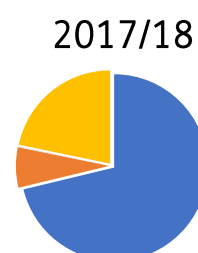
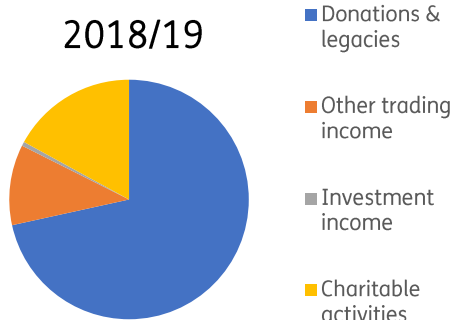
We would like to thank our staff, volunteers, partners and trustees. It is you who make it possible for us to work towards a vision of a Scotland where everyone can love later life.



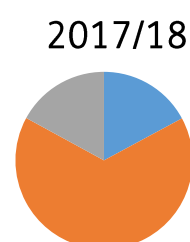
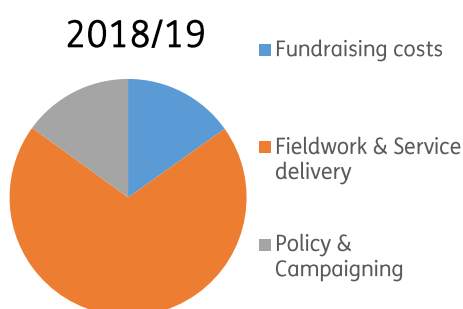
**73p in every £1 is used  
for our charitable  
purposes**



# Income & Expenditure



Income (£'000)	2018/19	2017/18
Donations and legacies	2,313	2,719
Other trading income	351	266
Investment income	18	2
Charitable activities	550	830
<b>Total</b>	<b>3,232</b>	<b>3,817</b>



Expenditure (£'000)	2018/19	2017/18
Fundraising costs	425	532
Fieldwork & service delivery	1632	1,553
Policy & campaigning	423	332
<b>Total</b>	<b>2,480</b>	<b>2,417</b>
Surplus/(Deficit)	752	1,400